



# User Guide for Historically Black Colleges and Universities Toolkit

This material is for HBCU community leaders to communicate directly with their staff, faculty, and students.

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# Your Role as an HBCU Leader

Historically Black colleges and universities (HBCU), their students, and staff represent some of the best and brightest from our Black/African American communities. As a member, administrator, or leader within the community, you are essential at keeping students, faculty, and support staff connected, educated, and informed to guarantee the safety of everyone and generate a positive impact on our health.

Use your influence and share factual COVID-19 prevention tips, vaccine messaging, and encouragement with your students, groups, neighborhoods, and associations.



# Purpose and Goal

The toolkit provides up-to-date information on preventive measures and focuses on dispelling misinformation concerning the COVID-19 vaccines.

Many HBCU students are distrustful of the government and the information they have been seeing since the start of the pandemic. This toolkit builds a bridge based on trust and factual information.

Building vaccine confidence by engaging trusted messengers, such as Black doctors, community leaders, and faith leaders, will be critical to convincing HBCU students to take a vaccine when their turn comes and convincing them to become partners to amplify the messaging of the HHS COVID-19 public education campaign.





# Tools & Resources

## Resources to Help You Help Others

This toolkit features a combination of already existing materials from the [Centers for Disease Control and Prevention \(CDC\)](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 public education campaign](#).

### Within this toolkit you'll find:

- Posters / flyers
- Social media messaging
- Videos
- FAQs and fact sheets
- Talking points
- Facebook Live
- Website content
- CDC resources

We'll regularly update the toolkit, please check back for new resources.





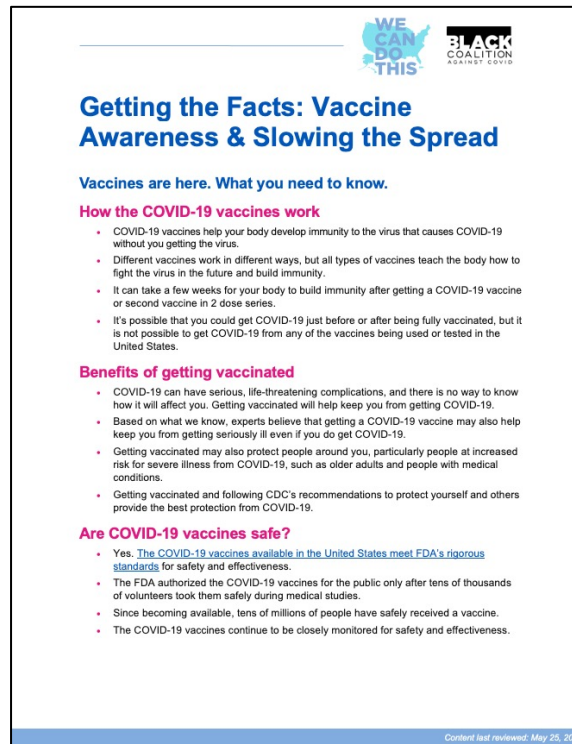
# Fact Sheets

These fact sheets provide a deeper understanding of the COVID-19 vaccines. They give readers confidence in receiving the vaccines and equip them with information to encourage others to do the same.

## Suggestions for Use:

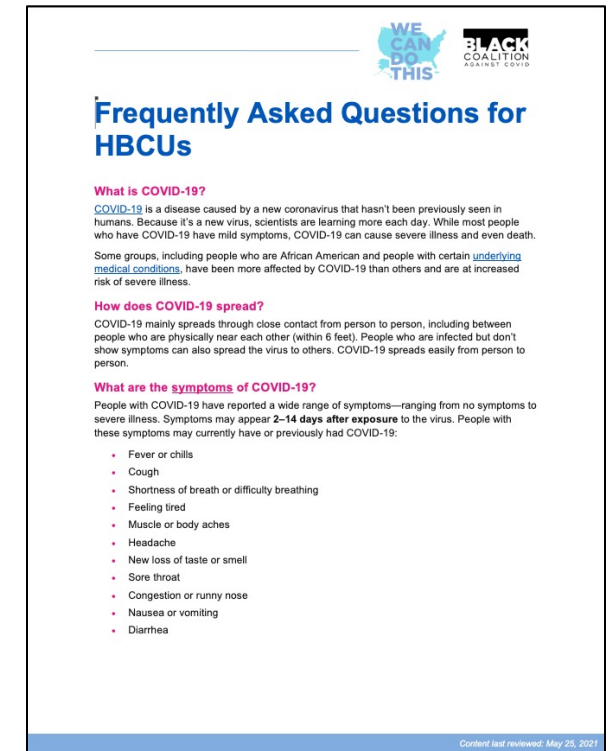
- Email them to students and staff.
- Post them to university websites.
- Make them available at student centers.

## HBCU Getting the Facts



Click [here](#) to download.

## FAQs for HBCU



Click [here](#) to download.

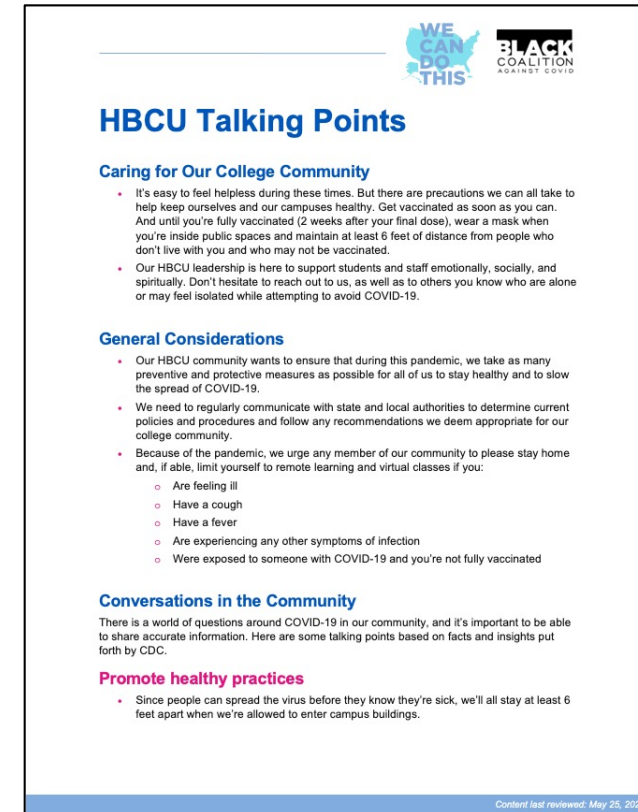
# Talking Points

These easy-to-read talking points equip HBCU communities with vital information on how to keep individuals and our communities safe from COVID.

## Suggestions for Use:

- Share them with students and staff.
- Post them to the university website.
- Make them available at student centers.

## HBCU Talking Points

A thumbnail image of a document titled "HBCU Talking Points". At the top right, there are two logos: "WE CAN DO THIS" with a blue and white graphic, and the "BLACK COALITION AGAINST COVID" logo. The title "HBCU Talking Points" is in blue. Below it, the section "Caring for Our College Community" is in blue, followed by two bullet points. The next section, "General Considerations", is also in blue and contains three bullet points, with the last one having sub-bullets. The "Conversations in the Community" section is in blue and includes a paragraph. The "Promote healthy practices" section is in pink and has one bullet point. At the bottom right, in small text, it says "Content last reviewed: May 25, 2021".

**WE CAN DO THIS** **BLACK COALITION AGAINST COVID**

### HBCU Talking Points

#### Caring for Our College Community

- It's easy to feel helpless during these times. But there are precautions we can all take to help keep ourselves and our campuses healthy. Get vaccinated as soon as you can. And until you're fully vaccinated (2 weeks after your final dose), wear a mask when you're inside public spaces and maintain at least 6 feet of distance from people who don't live with you and who may not be vaccinated.
- Our HBCU leadership is here to support students and staff emotionally, socially, and spiritually. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to avoid COVID-19.

#### General Considerations

- Our HBCU community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our college community.
- Because of the pandemic, we urge any member of our community to please stay home and, if able, limit yourself to remote learning and virtual classes if you:
  - Are feeling ill
  - Have a cough
  - Have a fever
  - Are experiencing any other symptoms of infection
  - Were exposed to someone with COVID-19 and you're not fully vaccinated

#### Conversations in the Community

There is a world of questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights put forth by CDC.

#### Promote healthy practices

- Since people can spread the virus before they know they're sick, we'll all stay at least 6 feet apart when we're allowed to enter campus buildings.

Content last reviewed: May 25, 2021

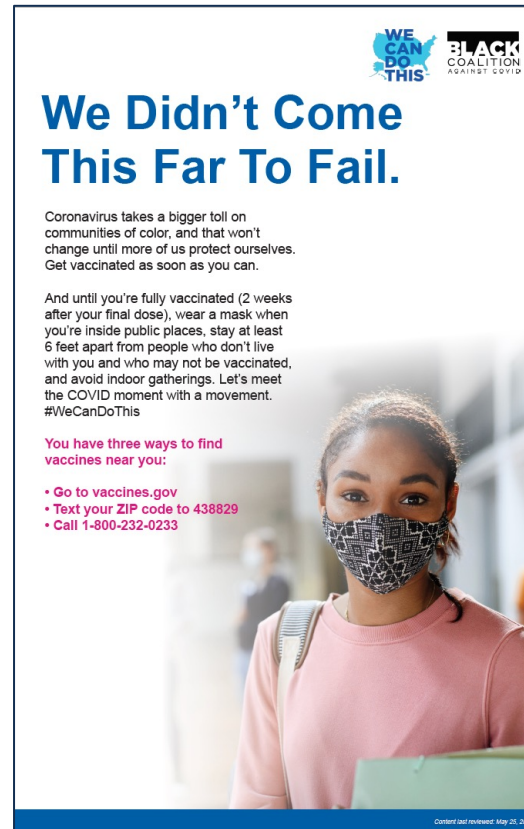
Click [here](#) to download.

# Posters/Flyers

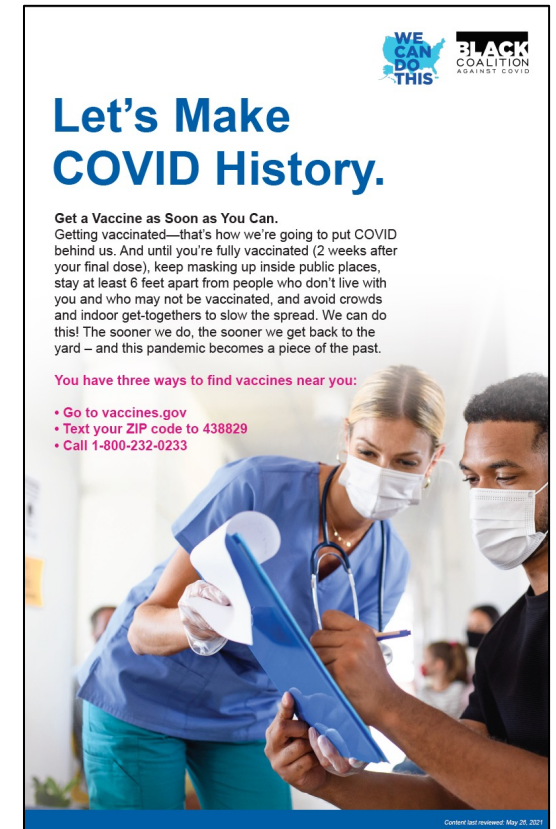
These downloadable posters can be shared, printed, and posted to help foster conversation among HBCU students and make vaccination visible.

## Suggestions for Use:

- Email them to your faculty and staff.
- Integrate them into your newsletters and emails.
- Post them to your website.
- Hang them around campus.



Click [here](#) to download.



Click [here](#) to download.



# Social Media Messaging

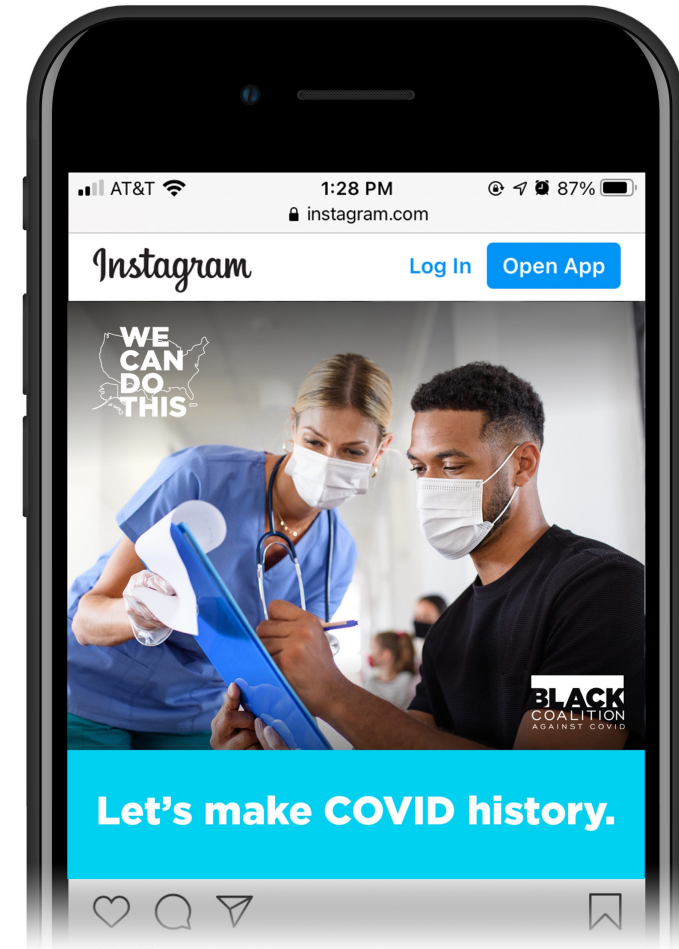
- These social media posts underscore the importance of the vaccines and the CDC guidelines.
- These materials, for use on various social media platforms, portray the values and actions that resonate with HBCU organizations.

## Sample Post:

**Headline:** Let's make COVID history.

**Copy:** Signing up for a vaccine is one way to put COVID-19 behind us. So, until you get vaccinated, keep masking up, staying at least 6 feet apart, and avoiding indoor gatherings to slow the spread. The sooner we do, the sooner we get back to the yard. Learn more at [cdc.gov/coronavirus](https://cdc.gov/coronavirus).

## Sample Post





Click [here](#) to download.

# Live Events

In addition to using social media to share posts, hosting remote live events can help spread important vaccine messaging among school communities. This tip sheet provides sample event ideas, topics, and formats for consideration.

## Live Events



### Live Events & Webinars

#### Overview

Because attending in-person events increases your risk of getting and spreading COVID-19, HBCUs are encouraged to provide virtual alternatives. Just as many other schools and businesses have taken work and learning online, HBCUs can use online tools and social media to host events and share information.

#### Sample Events

- **Live Q&A on Vaccination Experience** (can be a small group)  
This moderated forum lets people hear from a panel of college staff and students who've already been vaccinated. Panel members will share their experiences and take questions from viewers. Example topics to cover include campus quarantine procedures, ways to be social while physically distancing, and how to support isolated friends.
- **Athletes and Campus Student Leader Q&A** (can be a larger group)  
This moderated forum lets people hear from a panel of student leaders and athletes who've either received the vaccines or vaccine education. Panel members can share their experiences, discuss misconceptions, and take questions from viewers.
- **Live Medical Professional Q&A**  
In this moderated forum, students and staff will hear from and ask questions of medical professionals or first responders who serve community.

Examples:

- "Vaccine Fact Versus Fiction—Webinar"  
This forum addresses suspicions and misinformation regarding vaccine development, safety, and side effects.
- "Protect Our Learners—Webinar"  
This forum concerns how we as students and staff can protect ourselves and each other as we engage in remote learning and eventually transition back to life on campus.



Content last reviewed: May 25, 2021

Click [here](#) to download.

# Website Content

This information focuses on CDC vaccine facts and can be posted on HBCU websites. The content is designed to help build vaccine confidence and trust and educate school communities.


## Website Content



### Website Content

**How do I know the vaccines are safe?**

Healthy skepticism about the vaccines is normal. The vaccines were tested in large clinical trials to make sure they meet safety standards. Thousands of clinical trial participants were recruited to see how the vaccines offer protection adults and racial/ethnic minority groups, including Blacks/African Americans. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified and reported.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mma-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

**What can I do once I'm fully vaccinated?**

According to CDC, if you're fully vaccinated (2 weeks after your final dose), you DON'T have to wear a mask indoors or outdoors in public (except in health care settings), and you DON'T have to keep your distance from other people.

If you're not vaccinated, you should continue to:

- Wear a mask when inside public places.
- Keep at least 6 feet part from people who don't live with you and who may not be vaccinated.
- Avoid crowds and poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

Vaccinated and unvaccinated people must still follow federal, state, local, tribal, and territorial laws, rules, and regulations. That includes public transportation, airport/airplane, local business, and workplace guidance.

Also, if you have a medical condition or you take medicines that weaken your immune system, you may NOT be fully protected from COVID-19 even if you're fully vaccinated. Talk to your health care provider. Even after vaccination, you may need to continue taking precautions.

**At what point should I get a COVID-19 test?**

There is no limit to how often you can be tested for COVID-19. If you are unsure if you need to get a COVID-19 test? Ask yourself the following questions:

Content last reviewed: May 25, 2021

Click [here](#) to download.



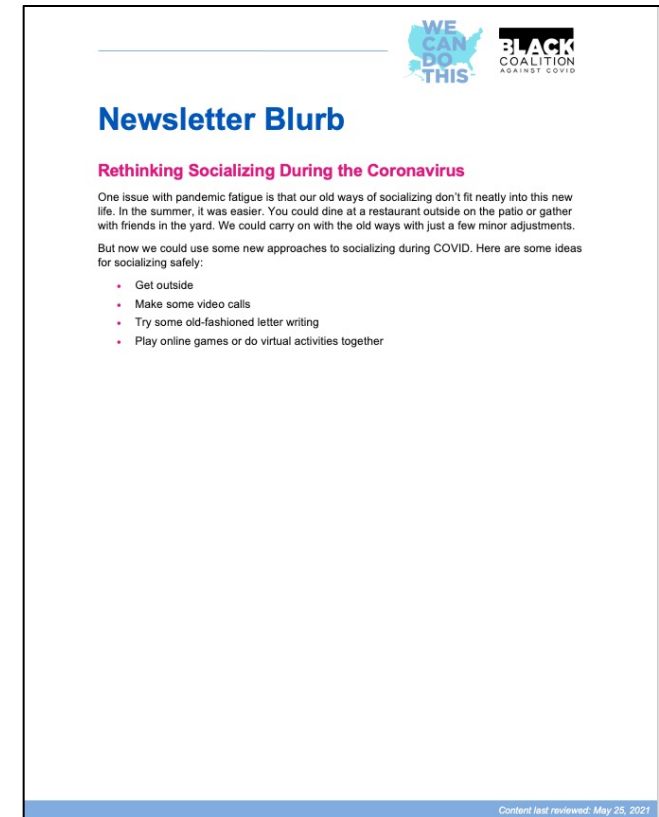
# Newsletter Blurb

Use these blurbs to share messaging on how to safely socialize and slow the spread of COVID-19.

## Suggestions for Use:

- Integrate them into your newsletter(s).
- Post them to your website.

## Newsletter Blurb

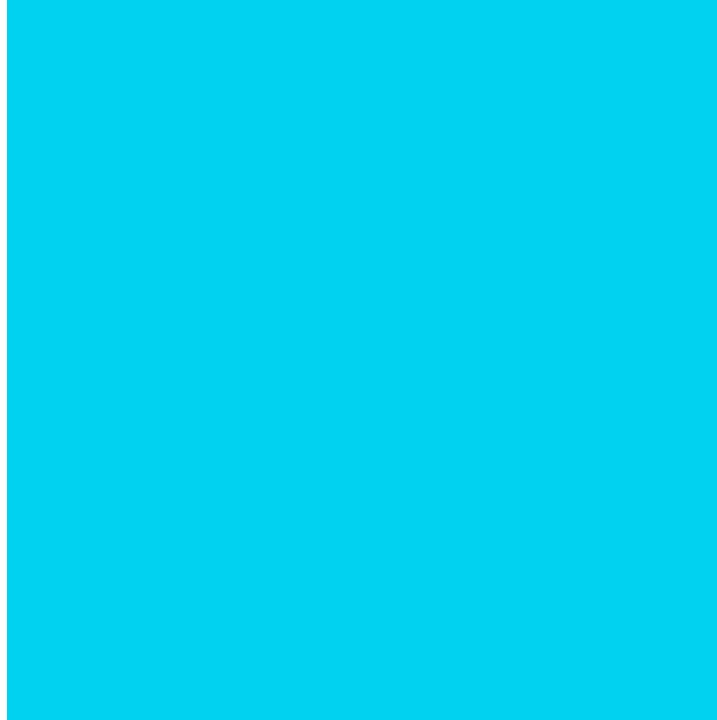


Click [here](#) to download.

# For More Information

In addition to the resources shared here, take a look at CDC's [Community-Based Organizations COVID-19 Vaccine Toolkit](#), which has other materials, such as fact sheets, posters, stickers, and social media examples, to share with students and faculty.

The website is loaded with very useful information. This toolkit is intended to provide better understanding of the facts and build confidence in getting vaccinated. For more information on how to vaccinate with confidence, see [Vaccinate with Confidence](#).



**Thank you, HBCUs, for  
helping prevent and slow the  
spread of COVID-19!**

